

FEBRUARY FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	103,920 Views	57,453 Visitors
Tumblr Blogs	13,270 Views	4,410 Visitors
Facebook	12,541,393 Impressions	4,331,977 Reach
National Archives YouTube Channel	310,059 Views	34,722 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	735,011 Views	12,023 Total Contacts
Instagram	--	51,728 Total Followers
Twitter (all NARA feeds)	--	606,121 Total Followers
FourSquare	985 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	451,197	900,871
Tumblr Blogs	167,412	265,823
Facebook	64,525,359	144,274,204
National Archives YouTube Channel	1,657,590	2,449,503
Flickr (USNatArchives & ArchivesNews)	7,098,626	20,737,950

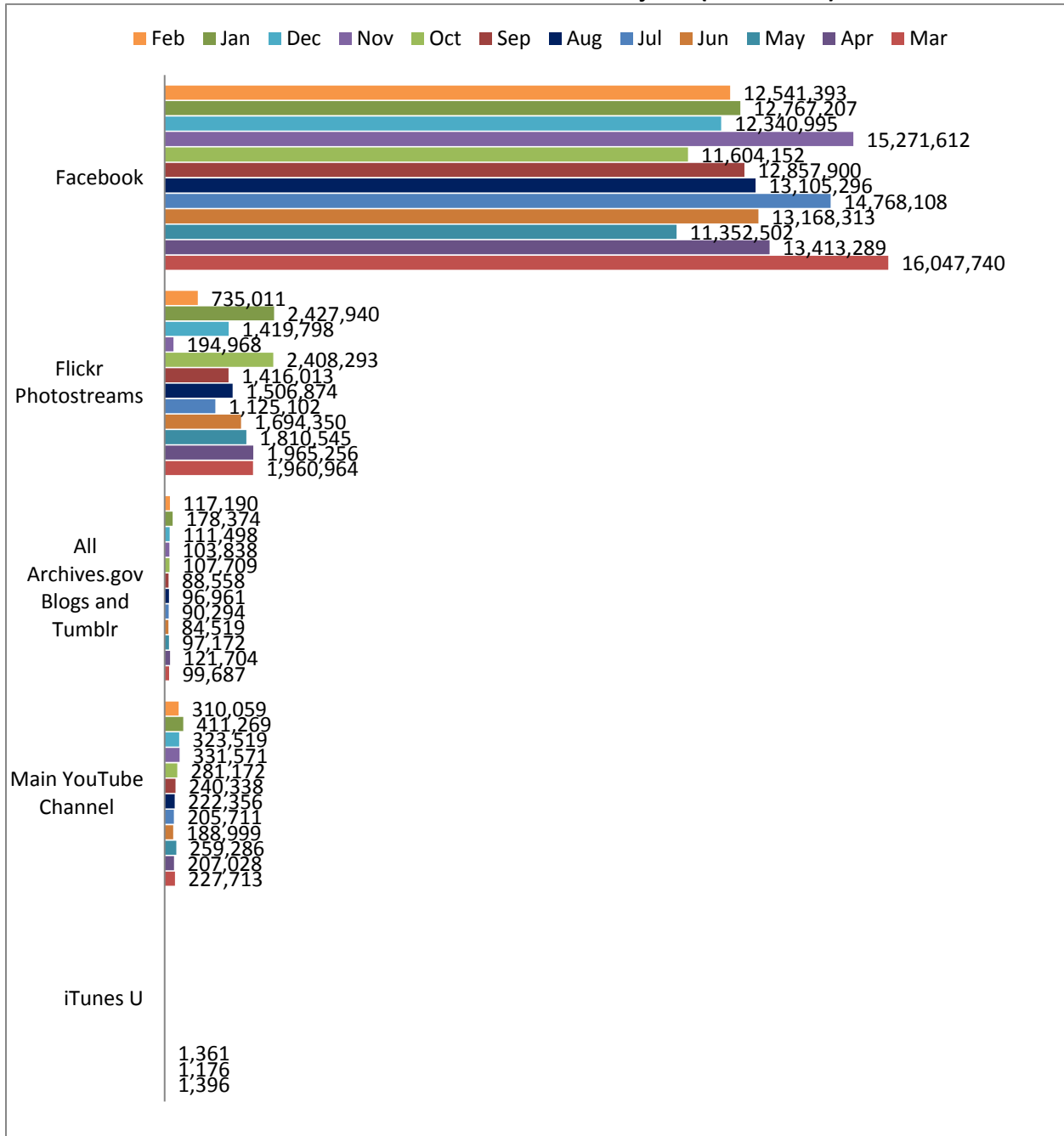
EXTERNAL BLOGS AND TUMBLR

1. [AOTUS](#)
2. [AOTUS Tumblr](#)
3. [Annotation](#)
4. [The Carter Chronicle](#)
5. [Exhibits Tumblr](#)
6. [FOIA Ombudsman](#)
7. [In Roosevelt History](#)
8. [NARAtions](#)
9. [Records Express](#)
10. [The Text Message](#)
11. [TumblrWeed Times](#)
12. [Today's Document Tumblr](#)
13. [Transforming Classification \(PIDB\)](#)
14. [The Federal Register](#)
15. [The National Declassification Center](#)
16. [NARA Tumblr](#)
17. [Rediscovering Black History](#)
18. [Prologue](#)
19. [Nixon Library Tumblr](#)
20. [Unwritten Record](#)
21. [Our Presidents Tumblr](#)
22. [Congress in the Archives Tumblr](#)
23. [LBJ Time Machine Tumblr](#)
24. [Preservation at NARA Tumblr](#)
25. [Hoover Heads](#)
26. [Education Updates](#)
27. [FDR Tumblr](#)
28. [Ford Library Tumblr](#)
29. [Philadelphia Archives Tumblr](#)
30. [Discovering LGBTQ History](#)

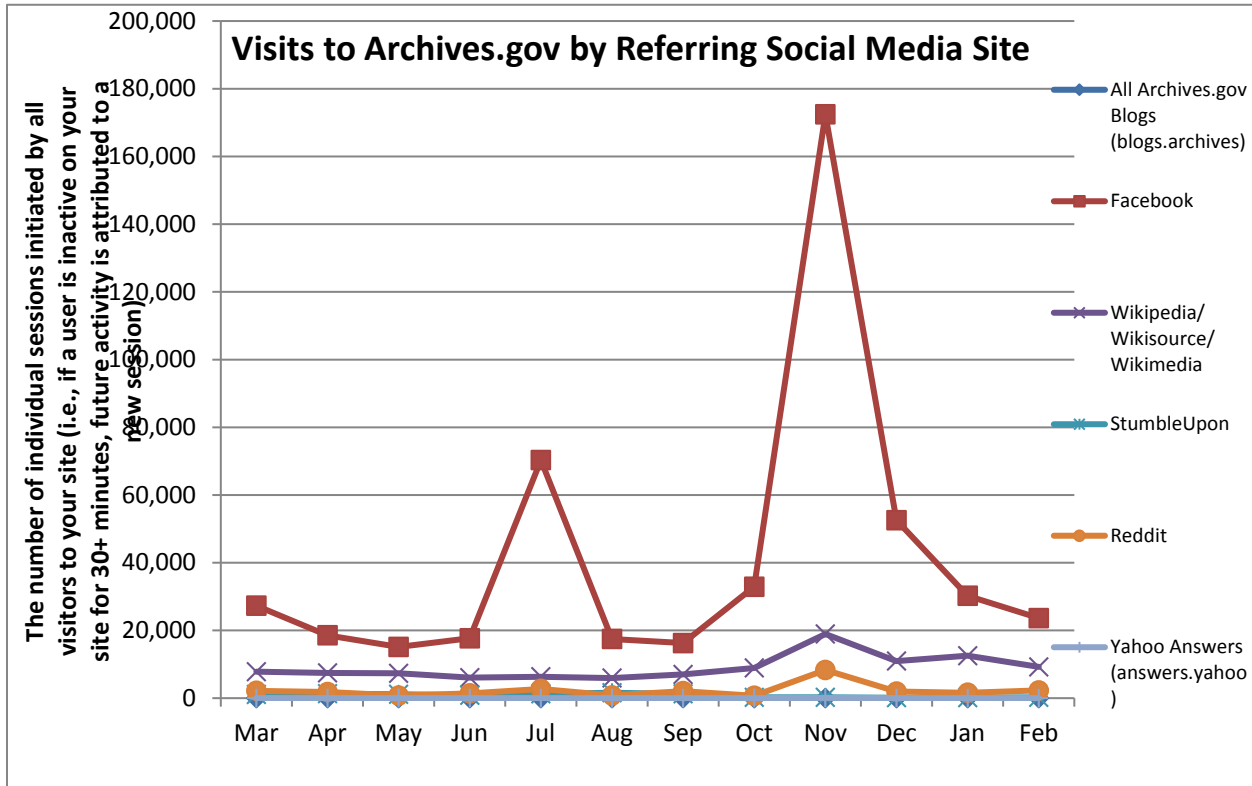
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- Blogs (Wordpress)
- Dipity
- Facebook
- Flickr
- Foursquare
- GitHub
- Google+
- HistoryPin
- HootSuite
- Instagram
- iTunes U
- Pinterest
- RSS Feeds
- Scribd (Document Sharing)
- Storify
- Tumblr
- Twitter
- YouTube

Views: on External Social Media Projects (Per Month)



Number of Archives.gov Visits Referred by Social Media Sites (Per Month)

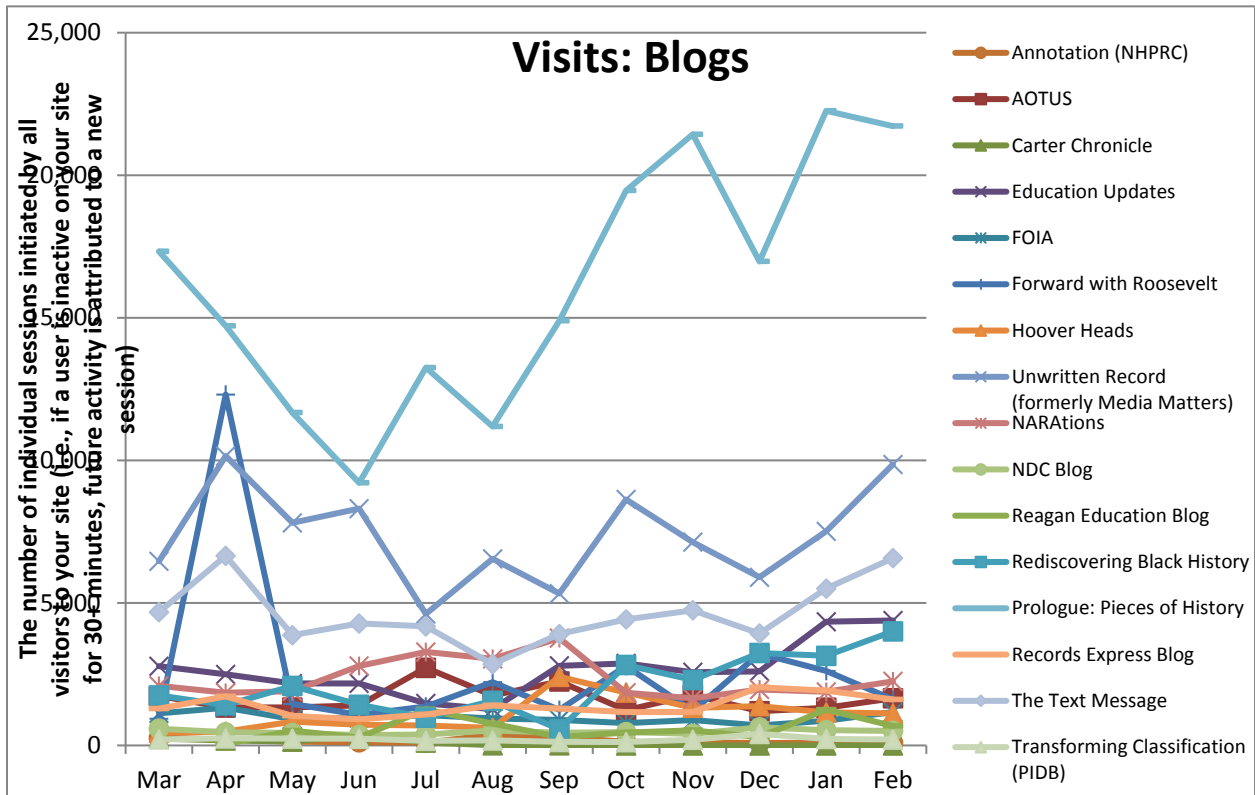


New External Social Media Projects: February Projects

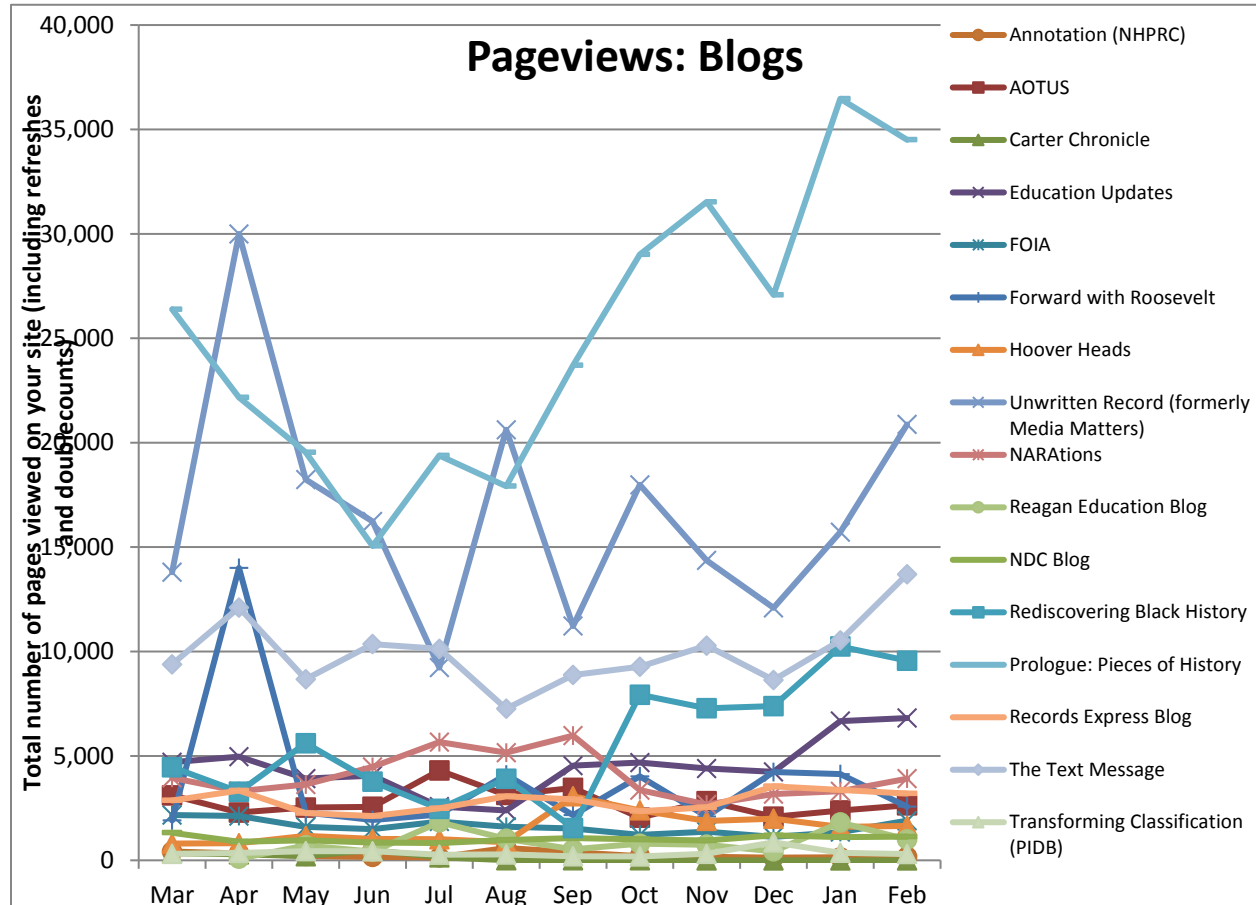
	Qzzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									
January									
February									

Social Media Tools: Detail View – Blogs (Archives.gov)

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

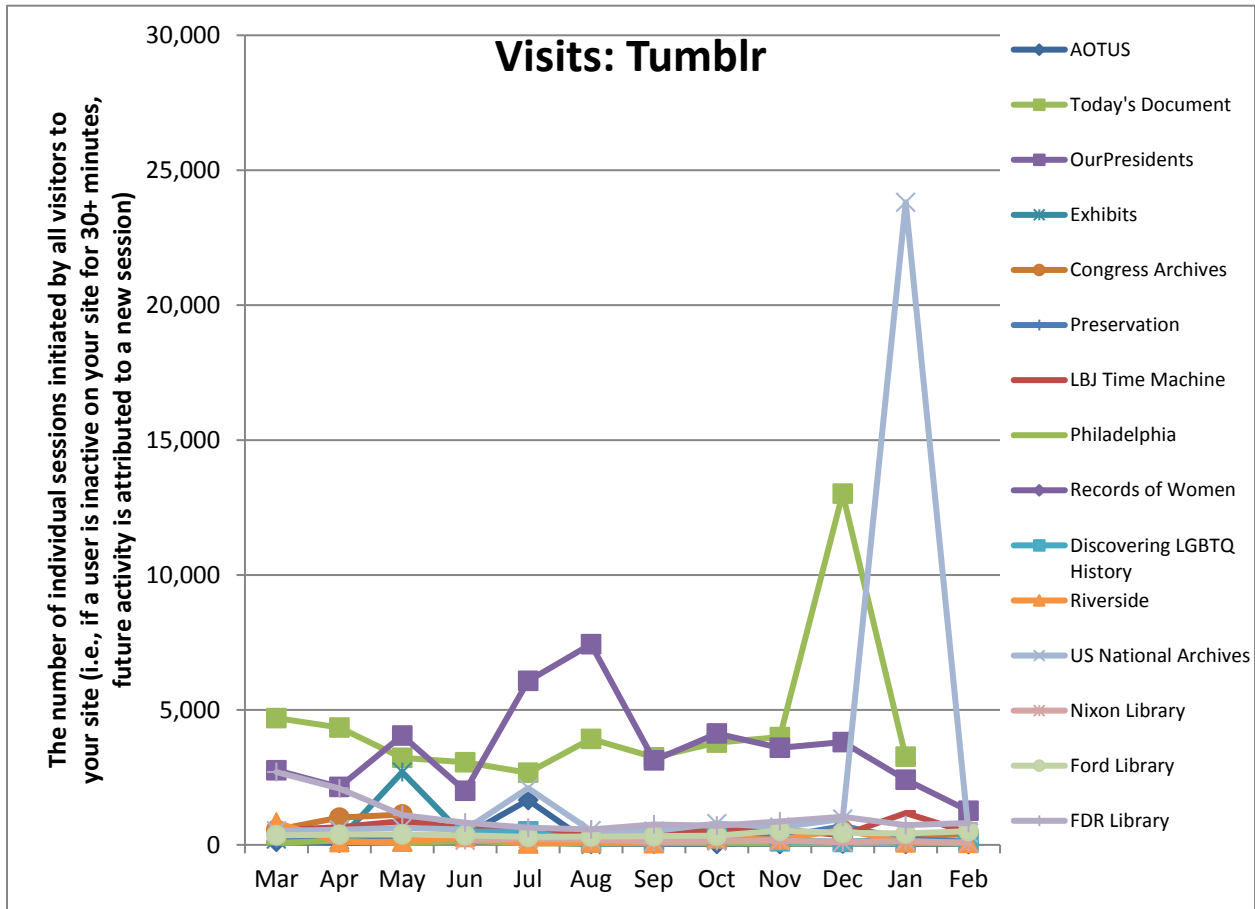


Top 5 Most Viewed Blog Posts in February 2017

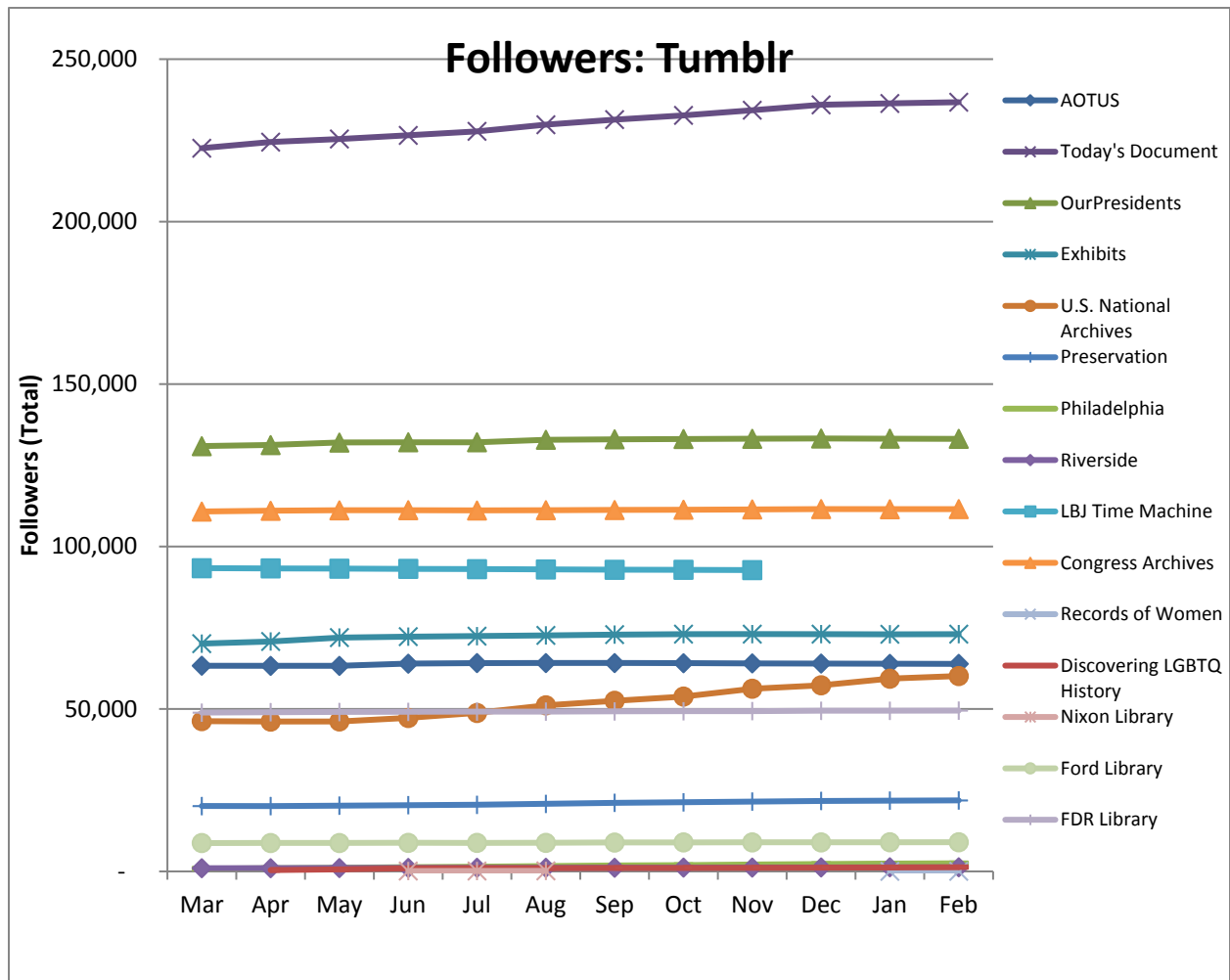
Blog	Pageviews	Post Title
The Unwritten Record	3,072	Recently Opened Series: German World War II Maps
Pieces of History	1,756	The Remarkable Story of Ann Lowe: From Alabama to Madison Avenue
Pieces of History	1,671	Prohibition and the Rise of the American Gangster
The Unwritten Record	1,070	A Brief Look at African American Soldiers in the Great War
Pieces of History	1,002	The Compromise of 1790

Social Media Tools: Detail View – Tumblr

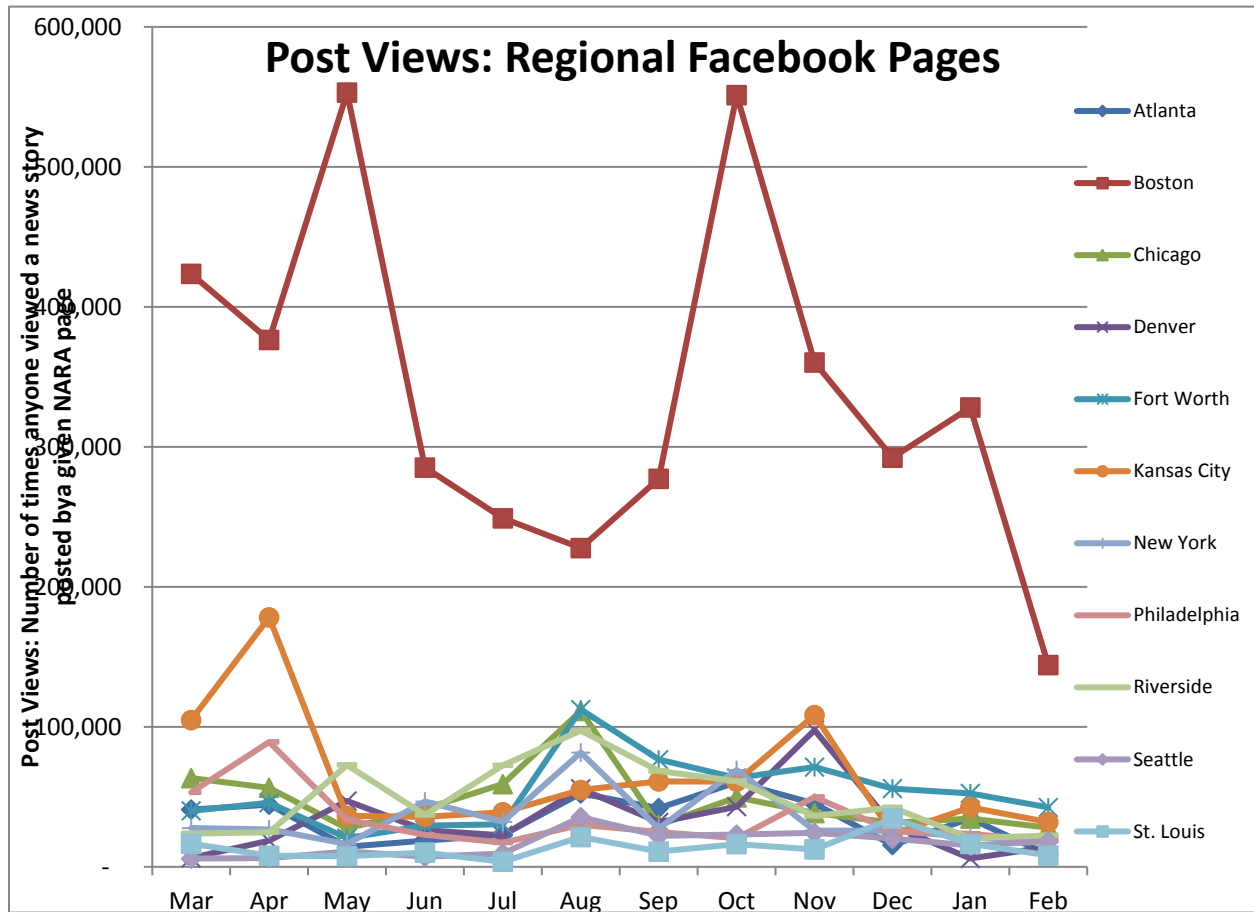
Tumblr Visits



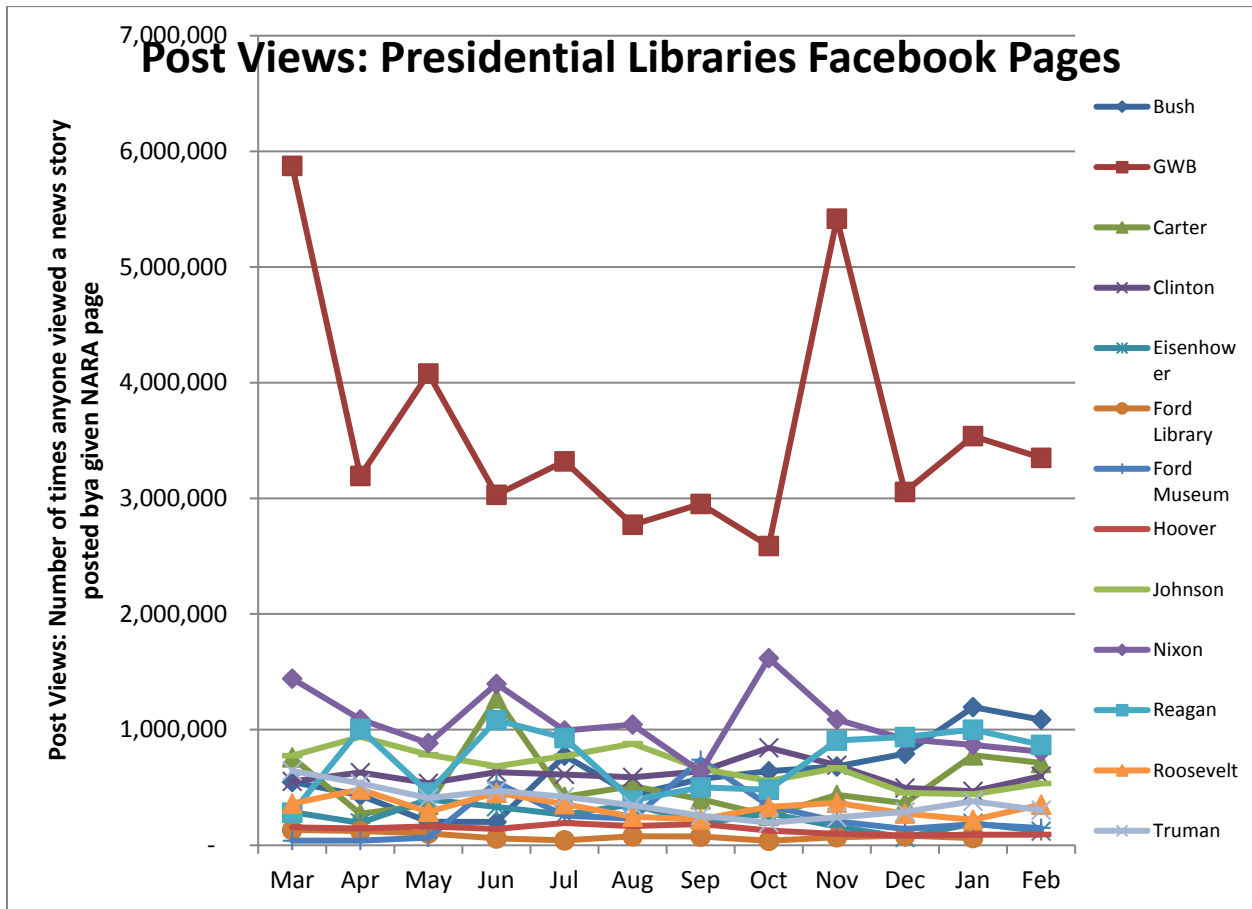
Followers on Tumblr (Source: Appendix IV)



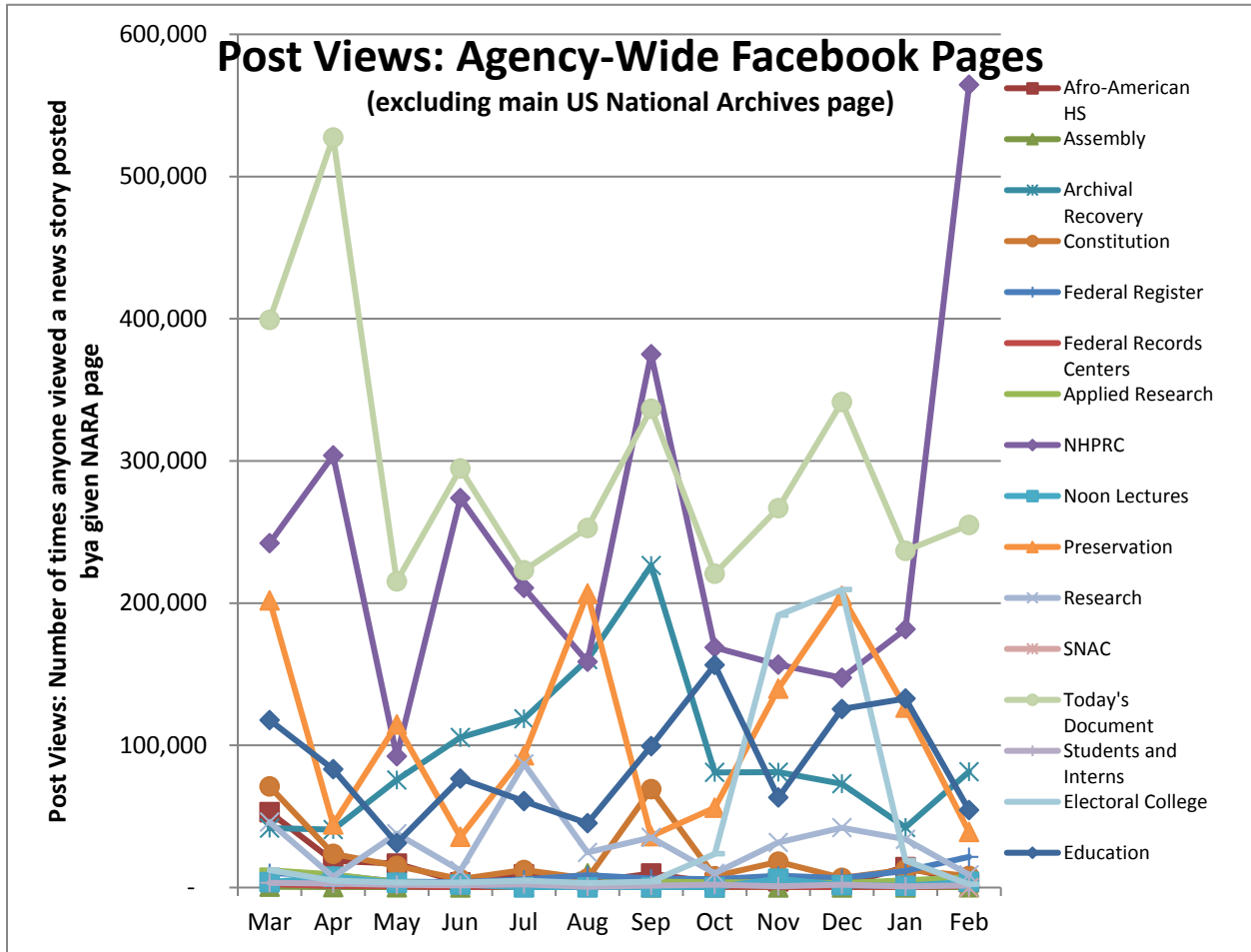
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

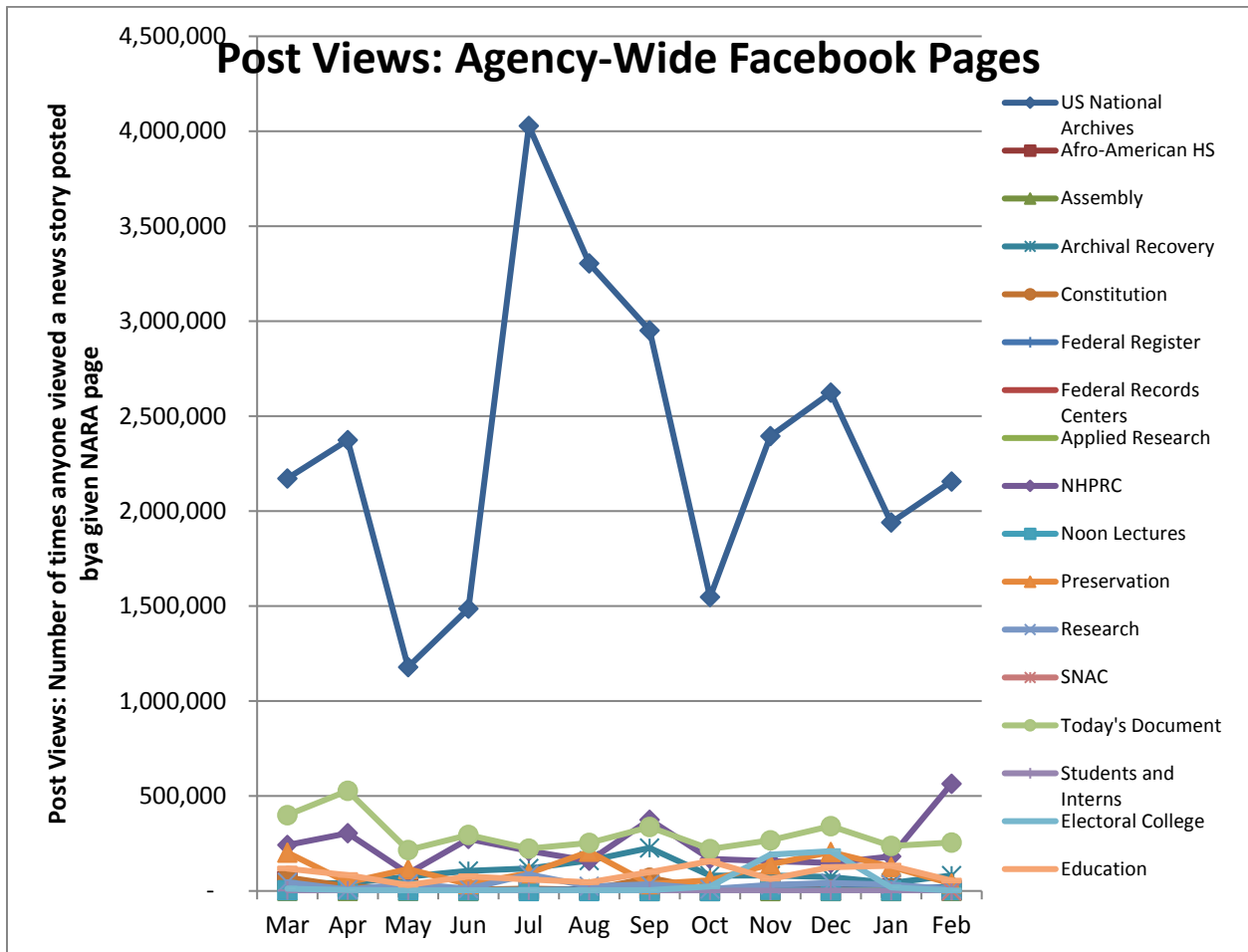


Post Views on Presidential Library Pages (Source: Appendix IV.A)

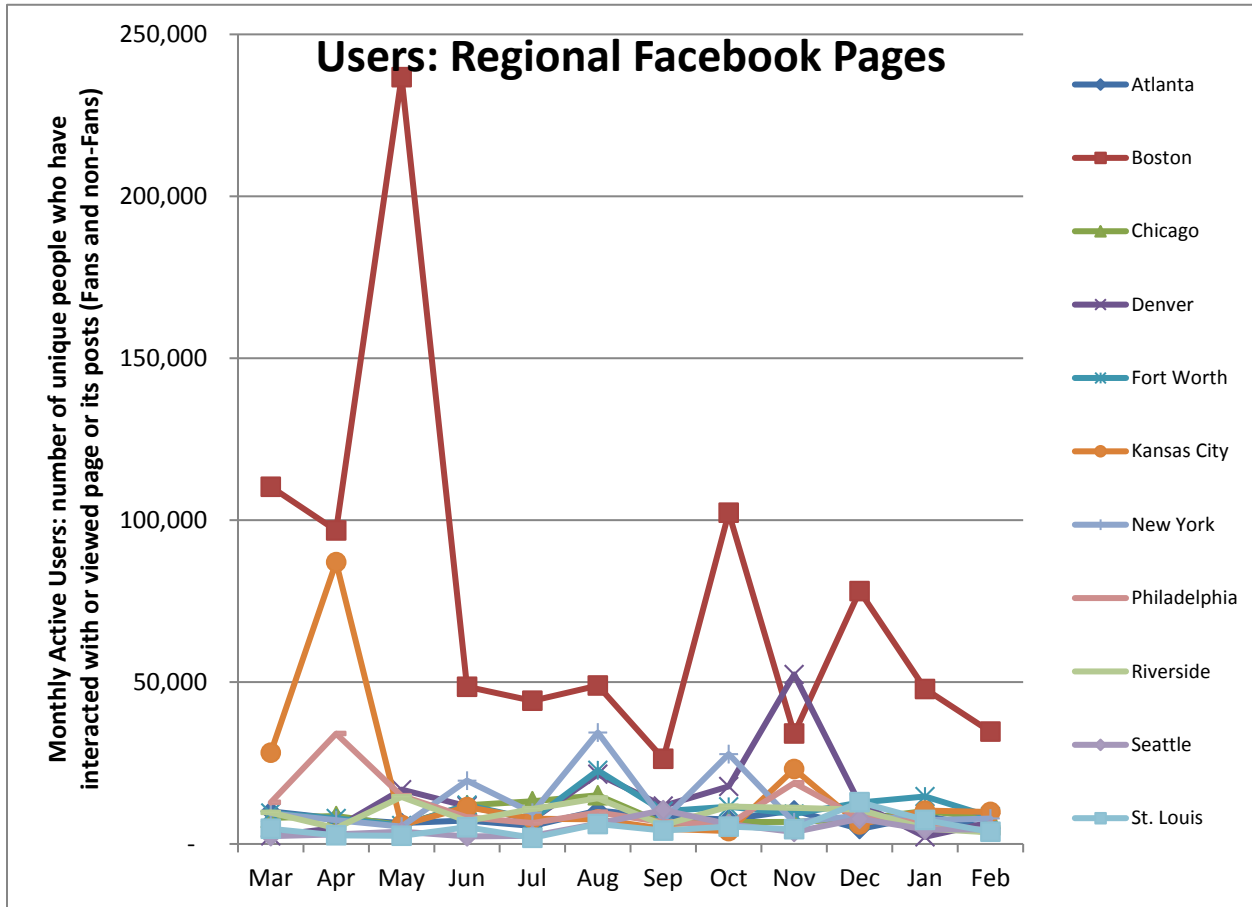


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

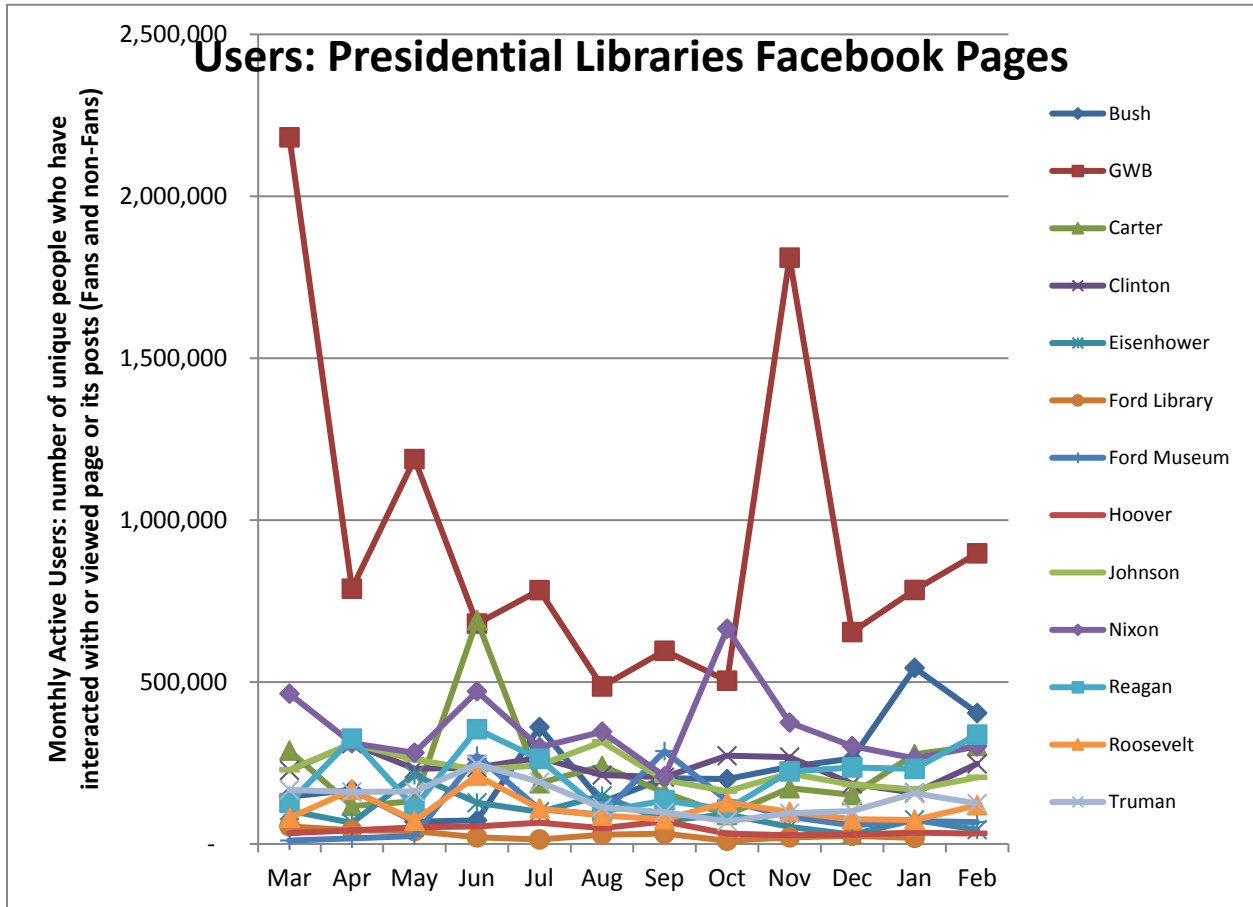




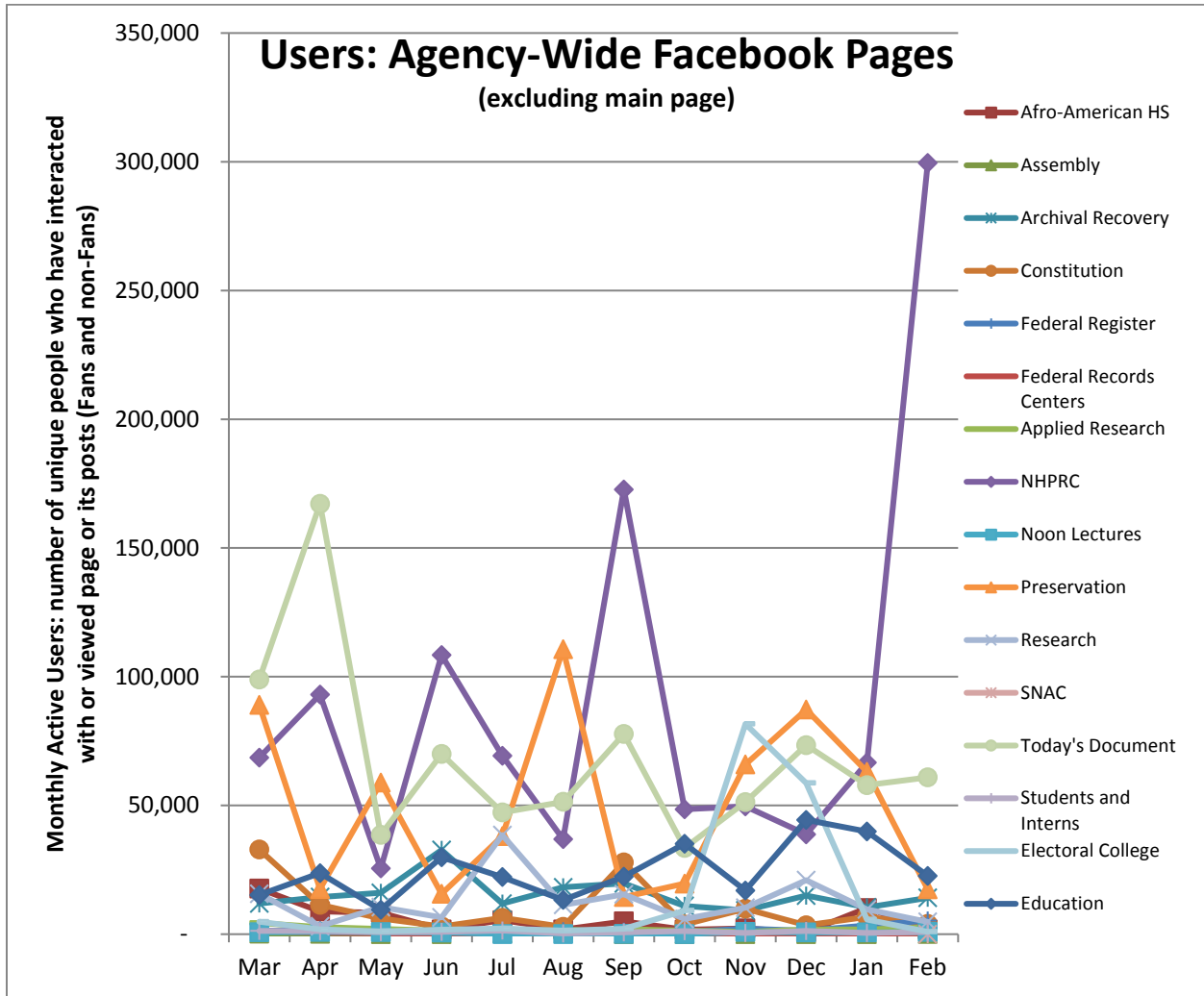
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

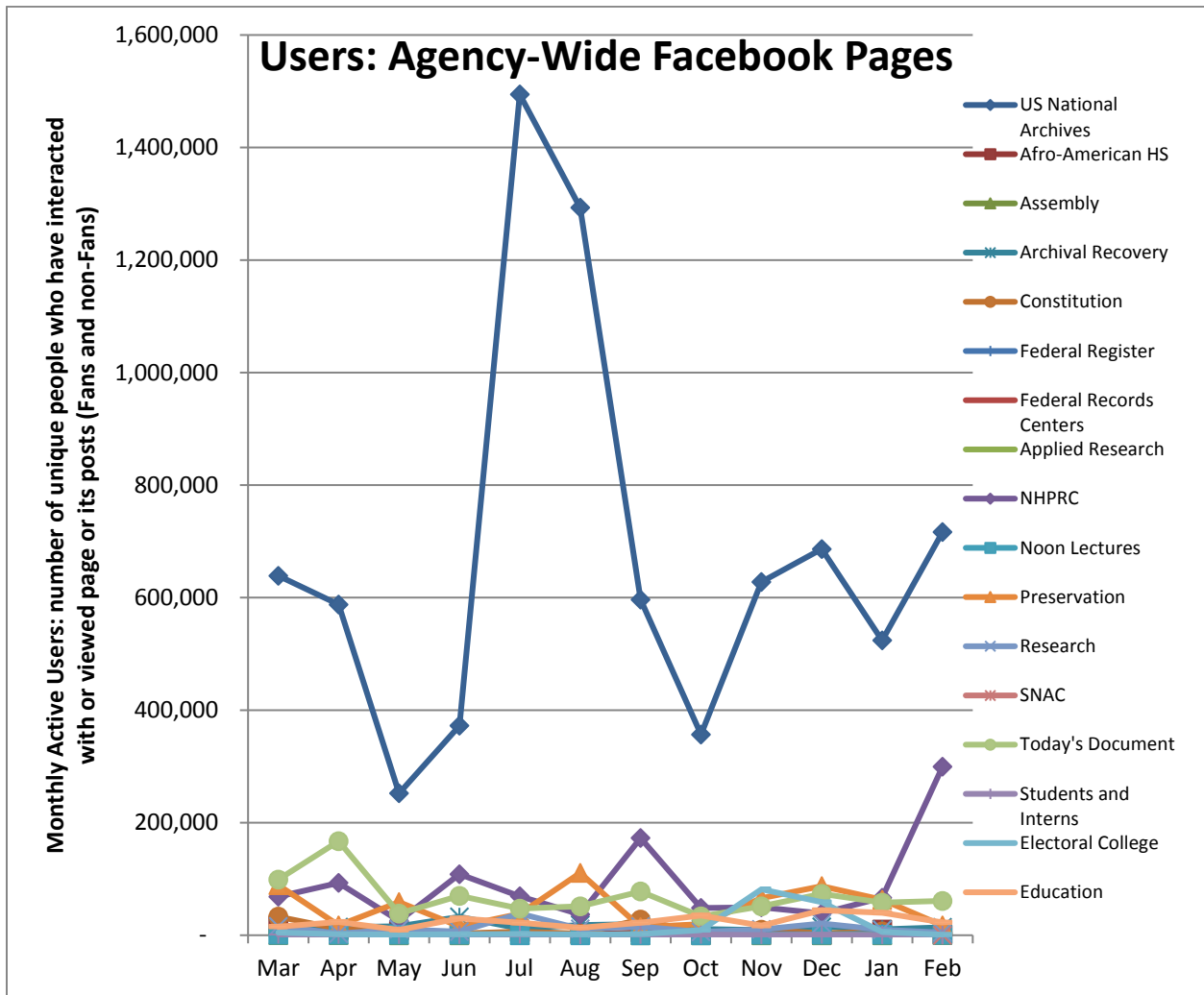


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



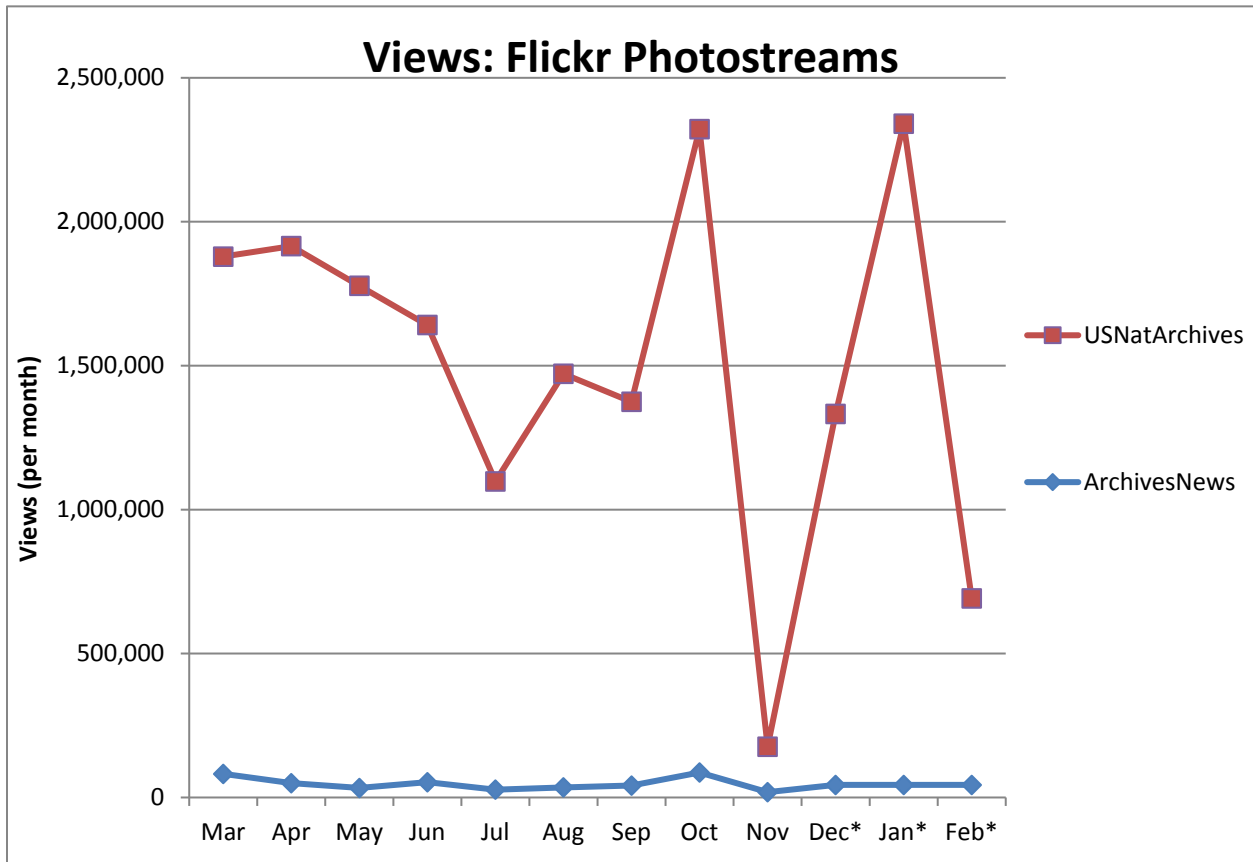
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



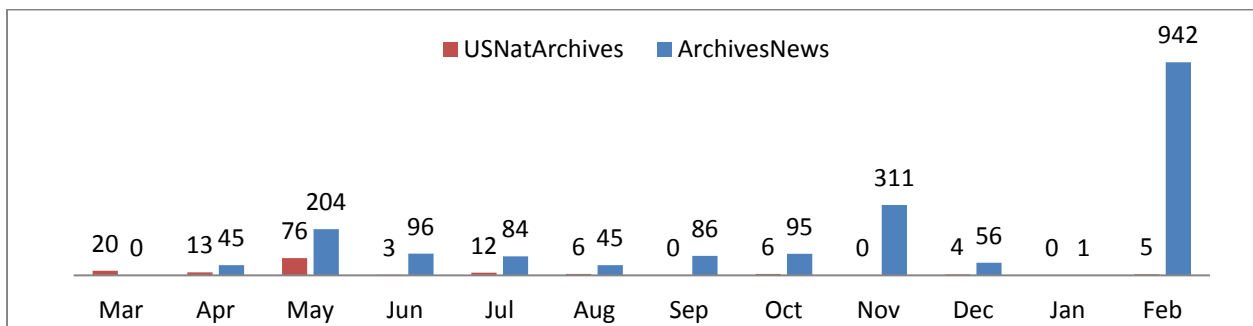


Social Media Tools: Detail View – Flickr

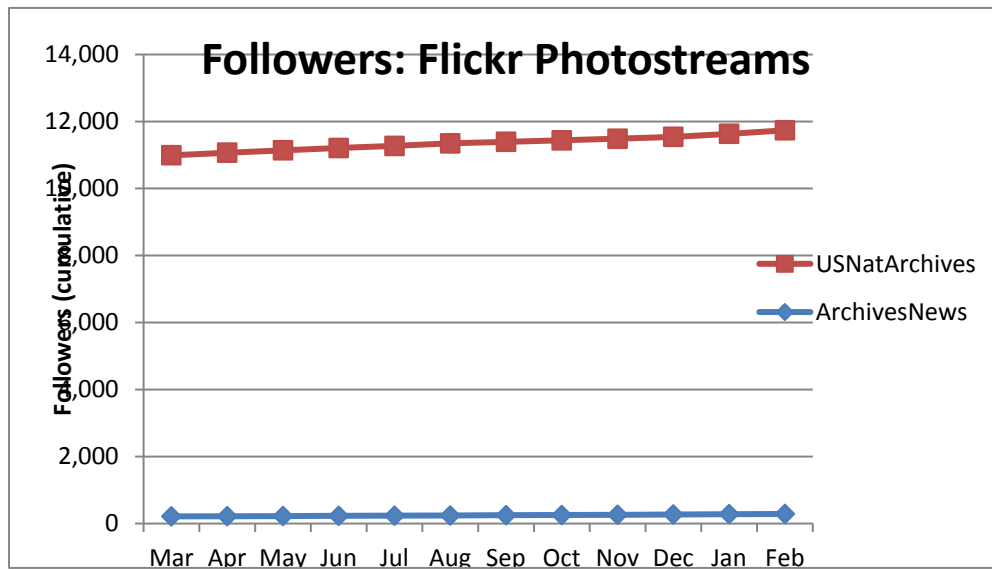
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

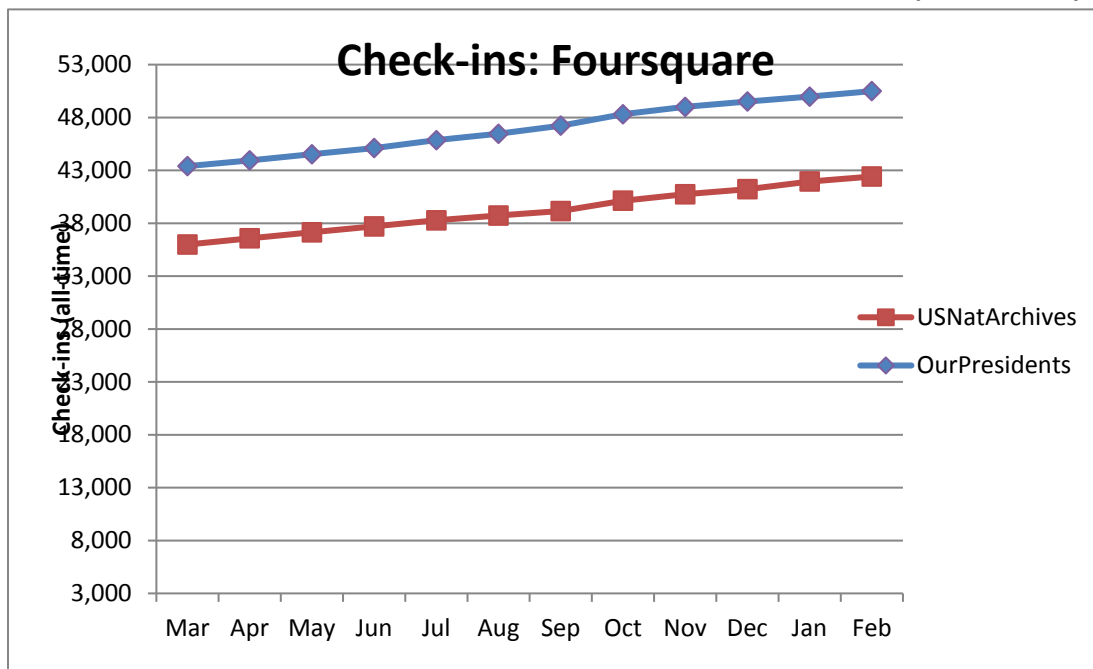


Followers of Photostreams (Cumulative)



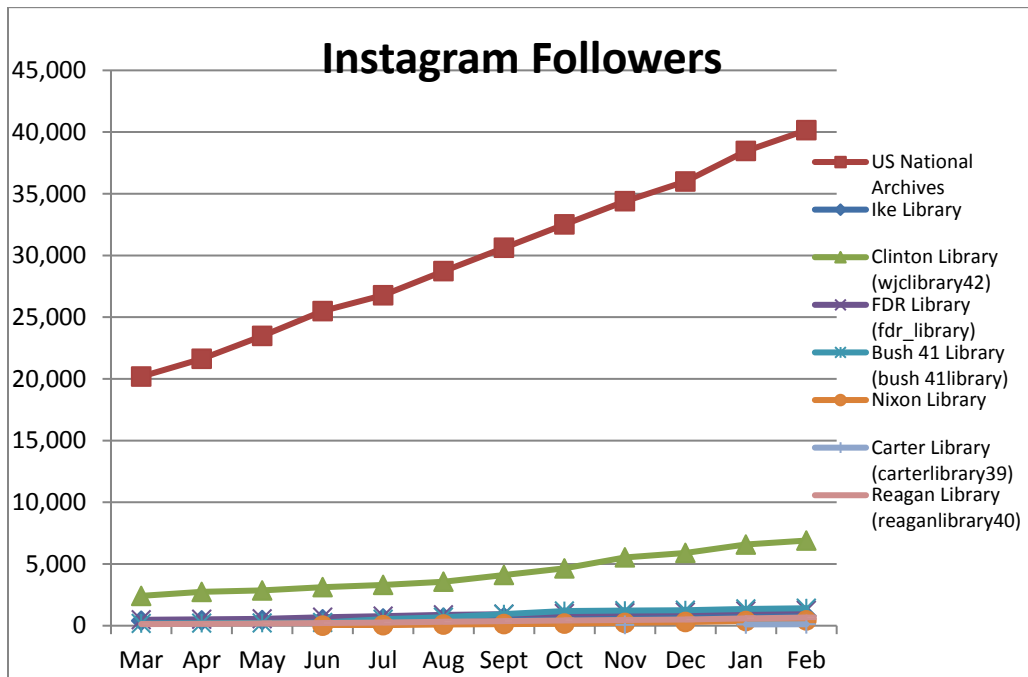
Social Media Tools: Detail View – Foursquare

Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)



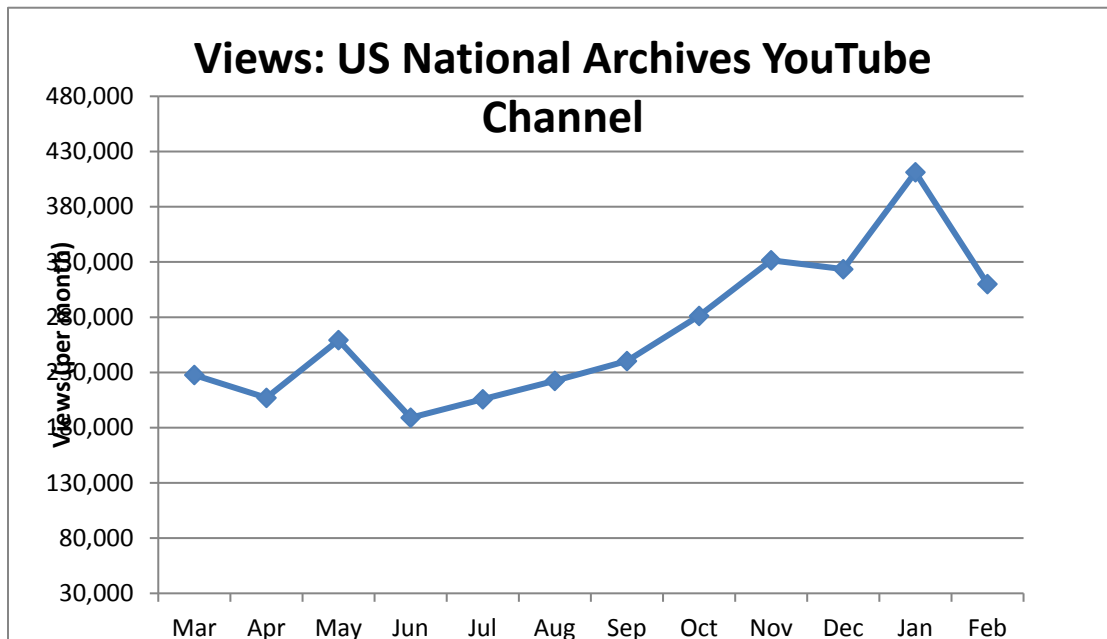
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

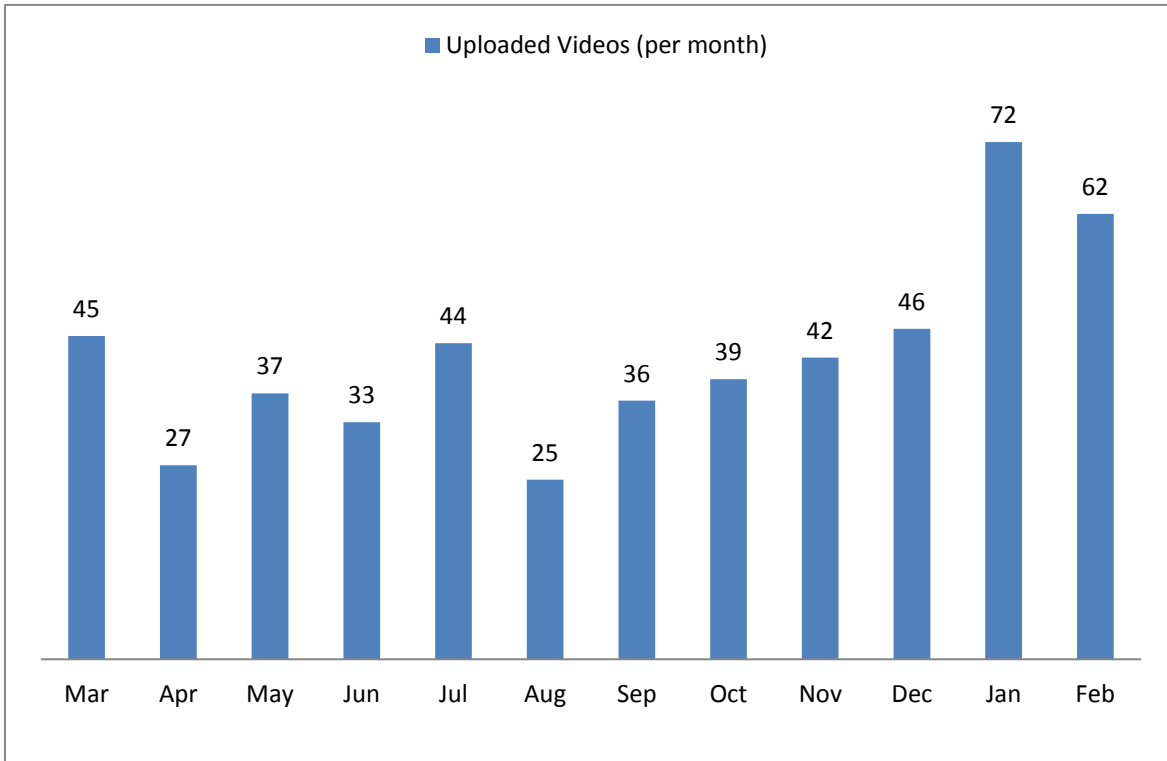


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

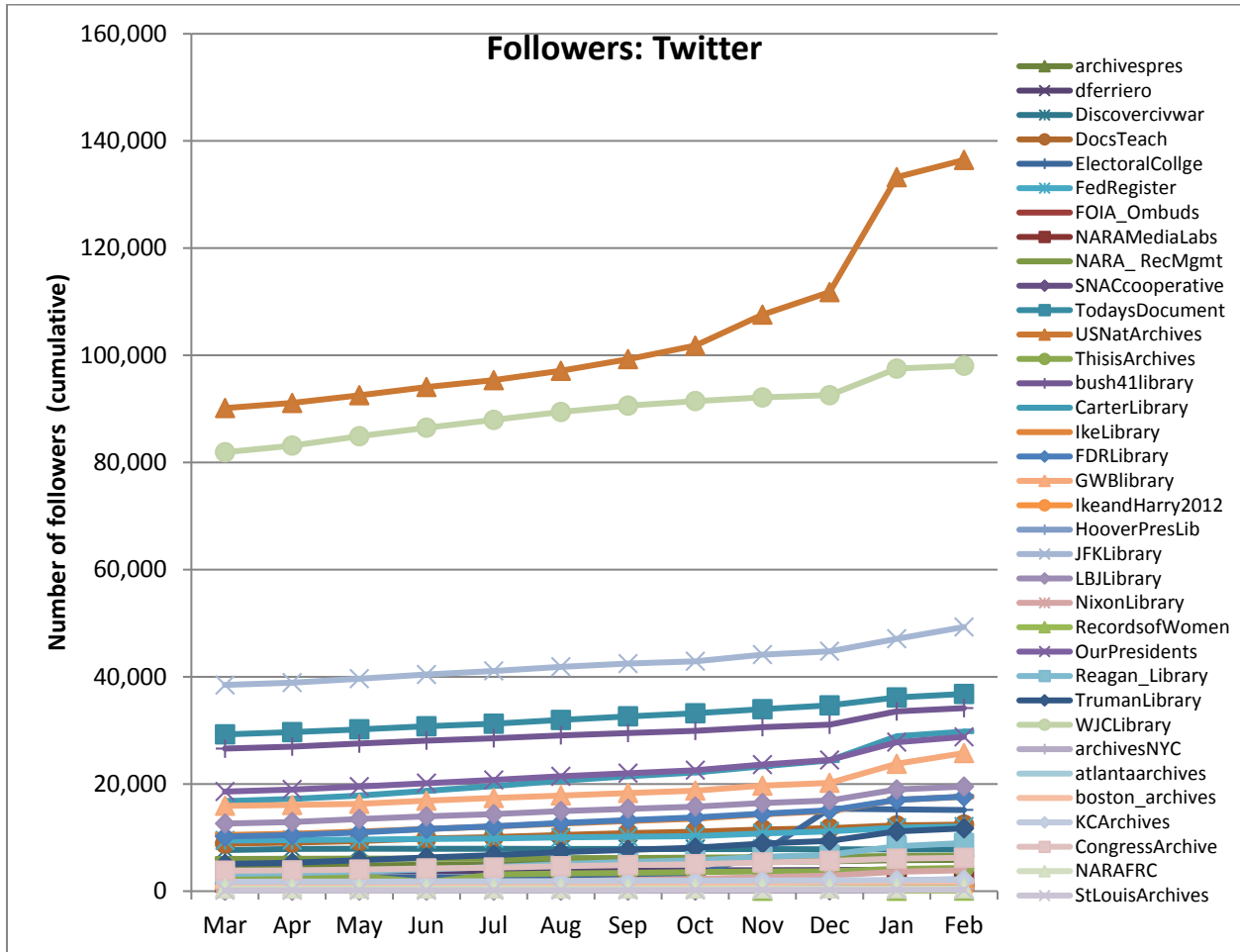


Top 5 Most Viewed Videos for February 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	18,185
Private Snafu in "Censored.", 1944	14,176
Curious Alice, 1971	13,678
The True Glory, 1945 (restored)	13,475
Spies- Private SNAFU	5,378

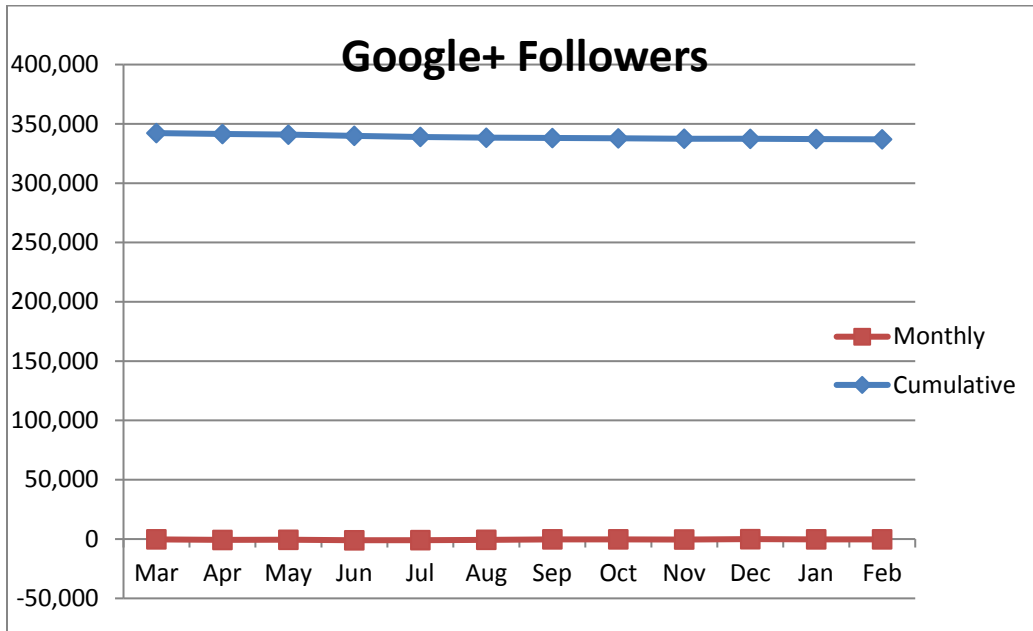
Social Media Tools: Detail View – Twitter

Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



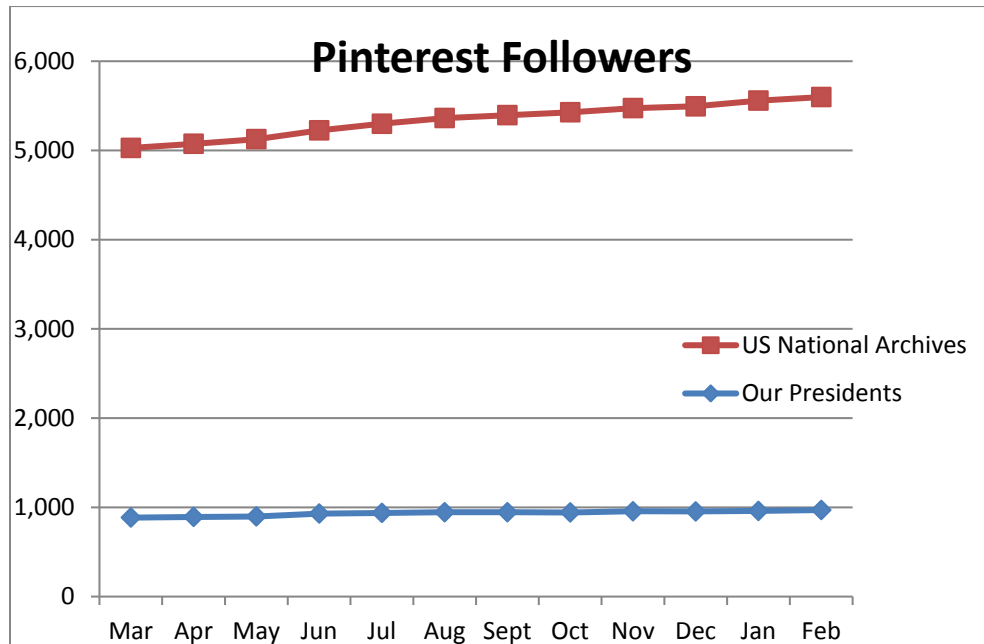
Social Media Tools: Detail View – Google+

Followers on Google+ (Source: Appendix VII)



Social Media Tools: Detail View – Pinterest

Followers on Pinterest (Source: Appendix VIII)



APPENDIX I: Sources of Information

Site / Tool	Source	Statistic
Archives.gov	Google Analytics	Visits via referring sites
Blogs (WordPress)	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
Tumblr	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
Facebook	Facebook	Impressions Reach
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Google+	Google+	Followers
iTunes	iTunes	Track Downloads Page Views Subscriptions
Pinterest	Pinterest	Followers
YouTube	YouTube	Views of videos on this channel Views of top videos My uploaded videos
Twitter	Twitter	Followers

APPENDIX II.A: Blog Visits

Defined by Google Analytics as the number of individual sessions initiated by all visitors to your site. An individual session times out after thirty minutes of inactivity.

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Annotation (NHPRC)	276	203	138	112	100	378	300	126	115	85	99	93
AOTUS	1,732	1,330	1,332	1,404	2,723	1,751	2,243	1,239	1,773	1,200	1,323	1,655
Carter Chronicle	240	174	137	358	103	6	3	2	0	0	0	0
Education Updates	2,779	2,494	2,172	2,175	1,475	1,273	2,793	2,877	2,568	2,598	4,399	4,383
FOIA	1,125	1,323	921	963	1,061	946	895	784	887	701	867	1,169
Forward with Roosevelt	937	12,307	1,455	1,077	1,365	2,222	1,246	2,787	1,206	3,222	2,613	1,615
Hoover Heads	443	487	833	726	697	617	2,407	1,857	1,322	1,379	1,156	1,123
Unwritten Record (formerly Media Matters)	6,460	10,152	7,809	8,308	4,612	6,545	5,328	8,631	7,131	5,899	7,510	9,856
NARAtions	2,091	1,847	1,901	2,787	3,279	3,036	3,764	1,851	1,652	1,962	1,882	2,249
NDC Blog	589	462	440	362	383	525	445	467	406	632	538	508
Reagan Library Education		45	517	277	1,265	765	295	449	532	288	1,253	684
Rediscovering Black History	1,753	1,410	2,086	1,427	978	1,565	565	2,821	2,296	3,241	3,144	4,001
Prologue Blog	17,329	14,717	11,671	9,210	13,251	11,186	14,893	19,460	21,433	16,974	22,259	21,724
Records Express Blog	1,291	1,719	1,038	917	1,084	1,401	1,291	1,171	1,169	2,038	1,923	1,613
The Text Message	4,673	6,650	3,867	4,278	4,176	2,852	3,908	4,422	4,742	3,926	5,500	6,571
Transforming Classification (PIDB)	211	247	2,369	237	162	176	124	120	201	406	229	209
MONTHLY TOTAL	41,929	55,567	36,556	34,618	36,714	35,244	40,500	49,064	47,433	44,551	54,635	57,453

APPENDIX II.B: Blog Pageviews

Defined by Google Analytics as the number of individual pages visited by all users. Page refreshes and multiple visits count towards the number of pageviews.

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Annotation (NHPRC)	419	331	209	164	143	592	385	202	166	129	144	171
AOTUS	3,111	2,290	2,528	2,563	4,304	3,128	3,464	2,044	2,833	2,088	2,387	2,636
Carter Chronicle	337	290	198	490	144	8	5	2	0	0	0	0
Education Updates	4,694	4,964	3,915	4,057	2,575	2,388	4,536	4,681	4,396	4,236	6,670	6,813
FOIA	2,169	2,121	1,600	1,497	1,858	1,609	1,523	1,222	1,375	1,124	1,350	1,900
Forward with Roosevelt	1,910	14,004	2,290	1,929	2,190	4,105	2,162	4,021	2,098	4,228	4,130	2,568
Hoover Heads	803	818	1,171	1,026	1,011	863	3,067	2,395	1,886	1,995	1,604	1,649
Unwritten Record (formerly Media Matters)	13,799	29,996	18,233	16,226	9,228	20,618	11,218	17,981	14,360	12,090	15,714	20,874
NARAtions	3,950	3,311	3,632	4,472	5,661	5,155	5,972	3,361	2,674	3,169	3,309	3,912
Reagan Library Education		78	715	415	1,823	1,031	529	797	745	431	1,812	1,000
NDC Blog	1,319	892	958	855	828	976	1,069	1,007	950	1,196	1,113	1,134
Rediscovering Black History	4,460	3,282	5,608	3,769	2,466	3,905	1,547	7,930	7,282	7,386	10,238	9,561
Prologue Blog	26,387	22,164	19,536	15,051	19,382	17,918	23,701	29,010	31,527	27,077	36,470	34,503
Records Express Blog	2,870	3,341	2,260	2,120	2,488	3,065	2,918	2,353	2,534	3,543	3,370	3,199
The Text Message	9,385	12,104	8,671	10,355	10,127	7,260	8,877	9,270	10,283	8,635	10,530	13,697
Transforming Classification (PIDB)	311	354	440	437	271	281	195	186	312	862	364	303
MONTHLY TOTAL	75,924	100,340	71,964	65,426	64,499	72,902	71,168	86,462	83,421	78,189	99,205	103,920

APPENDIX III: RSS Feed Subscribers to Archives.gov Blogs (Total)

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Annotation (NHPRC)	14	10	11	16	11	15	13	12	15	16	17	12
AOTUS Blog	122	126	105	77	107	70	65	74	59	61	63	69
AOTUS Tumblr	2	3	2	2	3	2	1	1	2	2	1	1
Carter Chronicle	135	119	100	77	68	44	27	19	16	16	16	16
Education Updates	42	31	36	30	33	32	29	28	30	33	35	34
FOIA Ombudsman	24	19	26	20	12	2	8	9	10	9	8	7
Unwritten Record (formerly Media Matters)	43	34	38	14	18	15	10	8	4	6	8	8
NARAtions	144	157	104	150	129	121	113	86	90	89	87	83
NDC Blog	85	64	58	40	53	34	42	47	42	40	39	45
Prologue	157	163	160	136	129	140	128	113	133	134	135	143
Records Express	107	74	87	63	65	55	48	44	48	50	52	48
Rediscovering Black History	37	25	26	28	27	22	24	25	23	26	28	25
Text Message	63	54	47	44	51	61	45	63	58	58	59	75
Today's Document Tumblr	58	47	45	47	39	36	36	39	37	40	43	42
Transforming Classification (PIDB)	142	137	125	92	95	72	93	62	61	52	43	43
MONTHLY TOTAL	1,175	1,063	970	836	840	721	682	630	628	632	634	651

APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page. (A+P+R = Agency, Regional & Presidential totals.)

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Monthly Total (A+P+R)	16,047,740	13,413,289	11,352,502	13,168,313	14,768,108	13,105,296	12,857,900	11,604,152	15,271,612	12,340,995	12,767,207	12,541,393
Agency-Wide Total	3,389,420	3,457,815	1,795,438	2,307,512	4,859,598	4,186,920	4,155,830	2,287,587	3,367,739	3,790,309	2,758,836	3,208,928
US National Archives	2,171,746	2,373,439	1,178,779	1,486,358	4,027,856	3,303,955	2,951,220	1,547,097	2,394,526	2,623,601	1,939,723	2,155,951
Afro-American HS	52,979	18,785	16,825	3,636	9,327	3,917	9,815	3,356	4,352	1,857	14,395	3,616
Assembly	612	295	158	79	578	9,937	30	123	45	90	112	184
Archival Recovery	41,816	40,740	75,641	105,513	118,611	160,306	226,435	80,971	81,129	72,973	42,266	81,482
Constitution	71,073	23,671	15,237	5,946	12,352	6,330	69,172	7,941	18,109	6,784	12,641	8,107
Federal Register	10,177	8,794	4,132	3,771	5,732	8,657	6,385	5,823	8,324	6,681	11,715	21,561
Federal Records Centers	2,389	1,109	814	117	807	1,119	289	606	477	225	265	1,081
Applied Research	12,137	9,261	3,857	2,151	2,540	652	4,257	3,650	3,725	3,200	5,033	7,259
NHPRC	242,165	303,897	92,299	273,859	210,709	158,717	375,029	168,885	156,783	147,517	181,676	564,484
Noon Lectures	3,814	7,621	3,278	2,140	85	48	124	94	6,191	1,589	1,195	4,108
Preservation	201,969	44,392	114,695	35,649	93,012	206,818	36,153	56,097	139,874	205,220	126,478	39,024
Research	46,027	7,506	37,844	11,962	87,002	24,700	35,247	10,003	31,659	42,084	33,913	8,961
SNAC												0
Today's Document	399,160	527,448	215,349	294,613	223,076	252,862	336,687	220,725	266,792	341,409	236,820	254,965
Students and Interns	3,311	2,781	1,867	1,620	2,295	569	1,368	2,046	890	2,085	754	1,463
Electoral College	12,259	4,837	3,444	3,462	4,828	3,112	4,177	23,620	191,529	209,450	18,965	2,248
Education	117,786	83,239	31,219	76,636	60,738	45,221	99,442	156,550	63,334	125,544	132,885	54,434
Presidential Total	11,852,111	9,080,661	8,717,087	10,300,056	9,350,560	8,037,869	8,030,014	8,297,748	11,033,511	7,954,375	9,413,143	8,977,314
Bush	547,733	431,223	203,154	202,047	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313	1,086,672
GWB	5,875,127	3,193,282	4,078,859	3,030,163	3,319,777	2,771,705	2,951,220	2,587,903	5,417,907	3,055,709	3,537,755	3,350,271
Carter	759,768	273,203	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388	778,523	712,054
Clinton	552,392	629,270	536,590	631,902	611,740	588,128	639,439	842,892	692,418	496,171	466,824	597,734
Eisenhower	286,910	194,252	396,330	332,755	264,575	354,212	187,969	277,502	161,835	67,428	189,877	122,938
Ford Library	132,765	123,132	102,089	59,053	42,643	77,841	75,764	38,976	69,822	82,462	62,638	

Ford Museum	40,241	39,988	66,343	544,346	256,317	229,395	739,488	343,011	205,764	141,304	180,741	149,827
Hoover	155,506	145,741	163,501	141,485	192,664	166,226	184,554	127,124	98,927	84,402	91,885	92,058
Johnson	774,611	937,542	782,826	683,845	772,247	878,130	662,159	556,691	668,786	454,300	441,285	533,611
Nixon	1,441,520	1,088,597	882,824	1,395,789	992,378	1,043,591	635,891	1,617,944	1,087,030	917,967	868,045	809,308
Reagan	281,811	1,006,537	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479
Roosevelt	361,050	482,541	289,817	453,921	355,984	246,554	223,834	332,540	366,859	274,234	220,571	351,142
Truman	642,677	535,353	408,778	471,770	419,636	345,504	256,088	195,634	240,280	289,752	380,391	303,220
Regional Total	806,209	874,813	839,977	560,745	557,950	880,507	672,056	1,018,817	870,362	596,311	595,228	355,151
Atlanta	40,901	44,397	14,356	18,710	22,803	52,439	41,943	60,425	45,146	15,558	34,545	8,550
Boston	423,569	376,373	553,075	285,235	248,979	227,752	277,154	551,272	360,322	292,331	328,161	144,145
Chicago	63,398	56,445	27,372	41,442	59,129	111,358	29,806	49,664	38,449	31,534	34,517	27,996
Denver	6,336	18,706	47,056	26,147	22,517	55,791	31,803	42,981	97,709	29,371	6,002	14,176
Fort Worth	40,012	45,851	20,543	29,406	30,427	112,397	76,637	63,538	71,279	55,900	52,467	42,431
Kansas City	104,890	178,213	36,391	35,779	39,001	54,935	61,047	60,877	108,384	23,348	42,495	31,961
New York	27,739	26,719	16,337	46,698	32,174	81,612	27,349	69,152	25,954	25,808	21,289	18,571
Philadelphia	53,154	89,192	33,632	22,814	17,271	30,056	24,872	20,401	49,882	25,467	23,569	18,571
Riverside	23,779	24,711	72,664	37,064	72,512	97,358	68,383	61,270	36,487	42,416	20,571	22,387
Seattle	5,907	6,244	10,909	7,255	9,509	35,500	22,122	23,016	24,287	20,147	15,230	18,209
St. Louis	16,524	7,962	7,642	10,195	3,628	21,309	10,940	16,221	12,463	34,431	16,382	8,154

APPENDIX IV.B: Facebook Monthly Active Users

Defined by Facebook as the number of people who have interacted with or viewed your Page or its posts (fans+non-fans). (A+P+R = Agency, Regional & Presidential totals.)

	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Monthly Total (A+P+R)	5,320,979	4,022,864	3,589,138	4,457,420	4,847,260	4,089,666	3,398,503	3,199,967	4,794,453	3,498,585	3,781,645	4,331,977
Agency-Wide Total	1,002,669	935,800	431,483	645,878	1,740,095	1,545,579	957,696	528,760	929,657	1,034,302	800,734	1,152,601
US National Archives	638,812	587,742	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529
Afro-American HS	17,712	8,833	8,303	1,852	5,432	1,820	4,969	1,760	2,243	747	10,151	1,852
Assembly	218	133	55	38	324	2,141	13	16	20	40	63	100
Archival Recovery	11,909	14,426	16,059	32,689	11,867	18,203	19,700	10,965	9,256	15,001	10,402	14,107
Constitution	32,887	11,388	6,071	3,023	6,327	2,851	27,874	3,745	9,883	3,450	6,710	3,968
Federal Register	1,316	1,518	801	756	932	1,086	918	849	2,147	1,328	3,402	5,288
Federal Records Centers	1,202	540	322	54	438	580	181	253	186	133	181	294
Applied Research	4,340	2,765	2,055	1,299	1,382	413	1,910	1,353	920	1,799	1,835	2,605
NHPRC	68,582	93,046	25,532	108,402	69,292	36,884	172,713	48,513	49,625	38,751	66,646	299,523
Noon Lectures	727	873	791	657	55	27	72	61	843	678	687	844
Preservation	89,038	17,570	58,858	15,687	38,085	110,708	14,412	19,634	65,924	87,246	63,067	17,401
Research	15,710	3,063	10,513	6,510	38,501	11,358	15,490	5,904	10,276	20,977	9,596	4,795
SNAC												
Today's Document	98,903	167,156	38,560	69,968	47,283	51,401	77,754	33,492	51,316	73,425	57,880	60,901
Students and Interns	1,269	1,173	783	895	1,398	293	713	1,171	464	1,254	468	838
Electoral College	4,816	1,857	1,091	1,758	2,225	1,408	2,082	9,169	81,653	58,697	5,704	918
Education	15,228	23,717	9,454	29,871	22,199	13,281	22,324	35,116	16,969	44,393	39,876	22,638
Presidential Total	4,110,705	2,822,097	2,839,269	3,666,353	2,989,845	2,347,304	2,338,664	2,464,474	3,683,868	2,294,579	2,856,464	3,083,844
Bush	146,131	167,126	68,696	72,833	360,795	128,892	203,033	200,442	238,126	263,481	543,521	404,506
GWB	2,181,743	788,354	1,188,426	680,426	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152
Carter	288,153	117,003	131,823	690,719	187,448	240,843	158,336	89,318	172,251	151,464	277,098	302,734
Clinton	226,971	309,646	232,172	236,016	266,341	212,767	206,179	272,392	268,372	185,426	157,884	247,171
Eisenhower	102,682	65,027	212,675	127,302	99,377	149,034	72,080	91,072	52,733	29,142	74,541	44,042
Ford Library	54,279	42,347	39,898	20,493	13,845	28,571	31,886	9,823	20,255	25,101	18,711	

Ford Museum	10,503	17,056	24,771	272,166	107,265	90,247	286,632	133,997	84,050	57,462	70,750	67,412
Hoover	33,650	41,786	51,436	54,119	65,496	48,656	69,707	31,895	26,847	28,961	34,739	32,161
Johnson	228,432	309,613	260,256	229,477	243,174	315,179	196,901	162,814	217,994	182,812	168,126	205,244
Nixon	463,947	311,076	281,666	471,321	298,740	346,250	208,550	664,420	374,685	302,190	264,401	301,509
Reagan	126,652	325,465	113,342	354,199	262,880	100,107	134,498	106,424	223,781	236,064	231,871	337,769
Roosevelt	80,555	167,032	71,684	211,177	109,585	87,731	76,181	128,430	99,005	76,315	74,004	119,461
Truman	167,007	160,566	162,424	246,105	191,391	112,611	98,110	69,574	95,241	101,788	156,344	124,683
Regional Total	207,605	264,967	318,386	145,189	117,320	196,783	102,143	206,733	180,928	169,704	124,447	95,532
Atlanta	10,066	7,822	6,442	7,270	5,557	10,302	8,351	7,561	10,363	4,607	8,730	4,775
Boston	110,300	96,804	236,783	48,544	44,224	48,912	26,316	102,277	34,086	78,081	47,848	34,683
Chicago	8,059	8,618	5,783	11,968	13,202	15,035	6,365	6,774	6,787	7,692	10,155	8,038
Denver	2,487	4,935	16,767	11,631	7,591	21,539	11,741	17,773	52,349	12,470	2,202	6,722
Fort Worth	9,555	7,880	5,689	12,015	7,573	22,721	10,131	11,483	9,277	12,793	14,646	8,429
Kansas City	28,154	87,002	5,890	11,395	7,804	7,593	4,704	3,982	23,130	6,045	10,297	9,894
New York	9,423	7,354	5,361	19,547	9,639	34,401	7,426	27,740	6,674	8,804	7,327	7,847
Philadelphia	12,809	34,056	14,844	8,226	6,480	9,731	6,704	6,087	18,822	7,897	6,646	3,334
Riverside	9,673	4,859	14,519	7,086	10,809	14,131	5,827	11,560	11,160	10,620	4,724	3,566
Seattle	2,395	2,963	3,783	2,332	2,531	6,262	10,458	6,132	3,702	7,788	4,460	4,487
St. Louis	4,684	2,674	2,525	5,175	1,910	6,156	4,120	5,364	4,578	12,907	7,412	3,757

APPENDIX V: Twitter Followers (Cumulative)

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
archivespres	4,677	4,733	4,815	4,935	5,000	5,149	5,252	5,347	5,441	5,567	5,770	5,840
dferriero	3,631	3,652	3,678	3,712	3,769	3,812	3,838	3,883	3,922	3,946	4,017	4,038
Discovercivwar	7,670	7,880	7,922	7,913	7,897	7,887	7,872	7,856	7,844	7,828	7,801	7,792
DocsTeach	8,866	9,065	9,339	9,813	10,104	10,489	10,842	11,107	11,496	11,733	12,274	12,411
ElectoralCollge	2,473	2,500	2,538	2,578	2,614	2,673	2,722	2,909	7,154	15,391	15,261	15,151
FedRegister	9,446	9,519	9,627	9,733	9,832	10,022	10,140	10,266	10,785	11,152	11,829	12,072

FOIA_Ombuds	541	581	623	693	737	774	815	850	933	963	1,077	1,161
NARAMediaLabs	1,593	1,629	1,656	1,702	1,724	1,761	1,784	1,808	1,825	1,854	1,917	1,959
NARA_RecMgmt	6,006	6,047	6,062	6,080	6,086	6,150	6,191	6,242	6,335	6,431	6,579	6,624
SNAC	112	126	139	144	148	157	159	161	166	172	184	193
TodaysDocument	29,251	29,680	30,187	30,769	31,241	31,949	32,616	33,198	33,955	34,674	36,143	36,802
USNatArchives	90,144	91,112	92,533	94,071	95,363	97,098	99,280	101,795	107,575	111,784	133,245	136,444
ThisisArchives	2,556	2,678	2,809	1,656	3,122	3,288	3,425	3,565	3,668	3,712	4,163	4,330
Bush41library	26,609	26,977	27,553	28,089	28,529	29,074	29,510	29,910	30,604	31,065	33,545	34,159
CarterLibrary	16,797	17,202	17,841	18,712	19,608	20,602	21,440	22,142	23,289	24,387	28,907	29,772
IkeLibrary	10,483	10,712	11,112	11,610	12,080	12,609	13,062	13,520	14,345	14,928	17,025	17,624
FDRLibrary	10,188	10,471	10,952	11,601	12,108	12,728	13,260	13,745	14,461	15,075	17,026	17,633
GWBLibrary	15,921	16,076	16,294	16,887	17,379	17,840	18,317	18,757	19,690	20,200	23,773	25,766
IkeandHarry2012	663	664	661	662	662	665	663	662	664	670	668	670
HooverPresLib	366	432	501	646	794	976	1,112	1,236	1,417	1,571	2,032	2,234
JFKLibrary	38,487	38,909	39,642	40,427	41,097	41,860	42,467	42,899	44,134	44,763	47,100	49,299
LBJLibrary	12,612	12,913	13,469	13,951	14,367	14,926	15,352	15,775	16,437	16,919	18,982	19,510
NixonLibrary	709	796	947	1,160	1,381	1,840	2,081	2,294	2,616	2,918	3,626	3,890
RecordsofWomen									64		75	84
OurPresidents	18,583	18,969	19,508	20,151	20,759	21,432	22,009	22,571	23,617	24,470	27,804	28,795
Reagan_Library	3,216	3,387	3,661	4,070	4,504	5,054	5,442	5,759	6,401	6,817	8,378	8,985
TrumanLibrary	5,086	5,317	5,777	6,292	6,728	7,290	7,685	8,110	8,882	9,375	11,142	11,711
WJCLibrary	81,911	83,143	84,907	86,478	87,938	89,422	90,602	91,444	92,139	92,558	97,520	98,051
ArchivesNYC	49	89	112	132	159	192	213	293	338	378	436	472
atlantaarchives	1,612	1,618	1,615	1,617	1,616	1,625	1,627	1,633	1,645	1,658	1,695	1,720
Boston_archives	816	888	967	1,082	1,170	1,311	1,402	1,486	1,557	1,658	1,747	1,814
KCArchives	1,751	1,777	1,796	1,827	1,853	1,888	1,927	1,946	1,982	2,033	2,083	2,130
CongressArchive	3,808	3,878	4,031	4,233	4,403	4,653	4,854	5,032	5,344	5,638	6,067	6,217
NARAFRC	461	466	466	473	476	747	479	487	494	501	522	526
StLouisArchives	148	154	158	163	163	166	183	197	213	218	236	242
TOTAL	417,242	424,040	433,898	444,062	455,411	467,836	478,623	488,885	511,432	533,007	590,649	606,121

APPENDIX VI: Monthly iTunes U Page Views, Track Plays Track Downloads, and Subscriptions

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Page Views	1,396	1,176	1,361									
Track Downloads	1,669	1,649	1,173									
Subscriptions	255	203	207									

APPENDIX VII: Google+ Followers

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Monthly Followers	-276	-732	-581	-999	-930	-644	-250	-250	-364	-39	-234	-223
Cumulative Followers	342,222	341,490	340,909	339,910	338,980	338,336	338,086	337,836	337,472	337,433	337,199	336,976

APPENDIX VIII: Pinterest Followers (Cumulative)

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
US National Archives	5,028	5,074	5,126	5,225	5,299	5,363	5,395	5,427	5,474	5,495	5,558	5,598
Our Presidents	885	892	898	930	937	945	945	943	956	954	960	970

APPENDIX IX: Instagram Followers (Cumulative)

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
US National Archives	20,183	21,622	23,479	25,494	26,777	28,730	30,621	32,513	34,394	35,998	38,464	40,157
Ike Library	410	431	454	520	592	655	672	689	715	744	783	797
Clinton Library	2,418	2,739	2,857	3,125	3,308	3,565	4,107	4,650	5,533	5,897	6,581	6,900
FDR Library	479	520	558	685	774	882	933	985	1,050	1,105	1,192	1,253
Bush 41 Library	185	204	223	256	521	689	939	1,189	1,222	1,258	1,360	1,414
Nixon Library				3	45	97	131	165	224	295	383	426
Carter Library									64		104	117
Reagan Library	128	147	175	213	250	314	369	425	464	496	598	664

APPENDIX X: **HistoryPin** Channel Views (Cumulative)

	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Channel Views	26,807	26,962	27,160	27,345	27,455	28,112	28,308	28,504	28,777	28,916	29,156	38,941